

Award-winning customer service – Dixons Carphone.

Dixons Carphone ramps up its live helpdesk functionality.

Challenge

- Provide live chat support for a high volume of customers at critical decision points
- Provide exceptional customer engagement in a highly competitive mobile commerce environment

Solutions

- Live chat engagement layer customized to mimic the brand design
- Live chat implemented into mobile-responsive sites with customer purchase behavior merged across all devices
- Engagement platform analyzes usage patterns for improving the online retail experience support

Results

- **1 out of every 7 customers** presented with a chat window engages in chat
- Preliminary results show significant number of **chat customers convert**

Dixons Carphone is a multinational electrical and telecommunications retailer and services company headquartered in London, UK. It was formed as a merger between Dixons Retail and Carphone Warehouse Group and operates under a number of brands across Europe.





The challenge

Dixons Carphone plc is Europe's leading specialist electrical and telecommunications retailer and services company. Of the various Dixons Carphone brands, Currys and PC World are two that regularly experience a high volume of traffic to their Websites. Dixons wanted to ensure that their customers received further support at critical decision-making points about their technology purchases online. They knew that a live chat program was necessary, especially for their fast-growing mobile users, so they began a search for a chat provider that supported their customer-centric values.

The solution

Partnership

Dixons Carphone chose Nuance because of their partnership philosophy. Jeremy Fennell, e-commerce director at Dixons Carphone (Currys, PC World), states, "The (Nuance) approach aligns well with our objectives, as it extends beyond licensing software and focuses on continually adapting the program to maximize efficiency in order to provide our customers with the very best support and experiences online."

Customized engagement layer

The two companies worked together to implement the live chat solution, which leverages a patented engagement layer, offering an innovative way to deploy a chat window and any other form of digital customer

engagement across the omni-channel environment. Unlike a secondary browser window that most chat programs use, the layer mimics the design of the customer's Website and persists as consumers navigate the site so that contact, content and context are never lost.

Intelligently-designed mobile engagement window

Nuance implemented their chat function into Dixons' mobile-responsive sites, but designed with the unique mobile landscape in mind. The chat windows are responsively designed for the smaller screen space, can be minimized and still show a scrolling message indicator, and are transparent to show the Website behind the layer. Most importantly, with Nuance technology, customer purchase behavior is merged across all devices used in the journey.

Analytics

Behind the scenes, the underlying Nuance engine analyzes usage patterns for the purpose of further improving the online retail experience and providing customers with the very best support. This highly powerful technology enables Currys and PC World to evaluate their customer engagement performance and, with the partnership of Nuance, develop customized best practices to meet specific needs of their customers.

The benefits

Competitive mobile engagement functions.

The mobile chat and self-serve functions accommodate for the rise in mobile commerce in the UK. Emarketer predicted that mcommerce would account for 33.3% of total retail ecommerce sales in 2015.

Customers receive immediate assistance from technology experts.

Rather than waiting on hold for a chance to speak to an agent on the phone, customers can now make contact with one of Curry's or PC World's tech professionals right away.

The company sees more conversions and fewer costs.

Chat agents are able to handle several customers at once, still providing personalized assistance to each, therefore reducing the need for more staff and lowering costs.

Ongoing, real-time customer behavior analytics enables agents to present relevant content at the right time.

The Nuance engine provides customized, detailed reports that lead to improved best practices for engaging customers with the intelligent assistance they need in an expeditious manner. The more proficient and efficient the engagements, the higher the conversion rate.

A few preliminary results since the launch of the program in January 2015:

- Currently, live chat program costs account for less than 2% of the Total Conversion Value funneled through live chat channels
- 1 out of every 7 customers presented a chat window engages in chat
- A significant number of these chat customers convert



Award-winning customer service!

Dixons Carphone was selected as a finalist for The Customer Award in the Internet Retailing Awards in September 2015. This award is given to companies who have a point service, new initiative or breakthrough that has changed the relationship between the brand and the customer. Dixons was honored in the small group of finalists that includes IKEA.



About Nuance Communications, Inc.

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.